

ORGANIZATIONALLY-ECONOMIC GROUND OF NATURE RECREATION POTENTIAL OF THE TERRITORY

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In the conditions of difficult transformations processes which take place in Ukraine, the special actuality is acquired by the problem of development of recreation sphere, which is the base of realization of rights and necessities of man in the system of its life-support, specific sector of national economy, inalienable part of socio-economic policy of the state and regions.

To the questions of organization and features of development of the territorial recreation systems and recreation nature management, determination of recreation capacity and problems of economic evaluation of nature recreation potential of the territory devoted labours of many scientists.

Next to its reformation of tourism and recreation industry requires the proper scientific ground. Needs the theoretical comprehension the ponderability of recreation and tourism industry in the system of national economy. It is necessary the subsequent research of theoretical and methodical questions, related to the development of organizationally-economic ground of functioning of tourism and recreation complex.

As recreation activity will get organized on the basis of the territorial recreation systems, urgent there is the problem, related to the forming, development, reproduction and use of nature recreation potential of the territory. This problem requires the decision of the following tasks:

- conducting of analysis of scientifically-methodical approaches to determination of economic essence of category "nature recreation potential of the territory";
- ground of the main directions of development of nature recreation activity at the territorial level in the conditions of transformation economy;
- conducting of analysis of pre-conditions of forming the market of recreation services in Ukraine;
- generalization of theoretical and methodological bases and improvement of scientifically-methodical approaches from the complex economic evaluation of nature recreation potential of the territory;
- conducting of analysis the market methods of optimization of intercommunications of recreation nature management industry;
- optimization of organizationally-economic mechanism of forming and use of nature recreation potential.

The decision of the indicated tasks will allow to form the scientifically-methodical base of recreation nature management at the level of separate territories, with the purpose of more effective bringing the internal and foreign investments to recreation sphere, rational use of nature recreation potential of the territory and on the whole will lead the tourism and recreation sphere on a new level.